

CLAIMS

1. A hair care composition comprising
 - i) a polymer comprising an ABA block copolymer,
5 wherein the A groups are poly(aminoalkylmethacrylate) blocks built up and the B group is derived from an ethylenically unsaturated carboxylate and,
 - ii) a cosmetically acceptable diluent or carrier.
- 10 2. A personal care composition as claimed in Claim 1, wherein the A groups of the polymer are poly(2-(dimethylamino)ethyl methacrylate) blocks.
- 15 3. Personal care composition according to claim 1 or claim 2 wherein the B group of the polymer is derived from vinylacetate.
- 20 4. A personal care composition according to any preceding claim in which the molecular weight M_n of the total polymer is from 5,000 to 500,000.
- 25 5. A personal care composition according to any preceding claim in which the molecular weight M_n of each A block of the polymer is from 1,000 to 100,000.
- 30 6. A personal care composition according to any preceding claim in which the molecular weight M_n of each B block of the polymer is from 1,000 to 200,000

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7. A personal care composition as claimed in any one of the preceding claims wherein the polymer is soluble in a solvent selected from water, ethanol and mixtures thereof.

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8. A personal care composition as claimed in any preceding claim, further comprising a fragrance or perfume.

10 9. Composition as claimed in any preceding claim which is a hair styling composition.

10. Composition as claimed in any preceding claim which comprises from 0.1 to 10% by weight of the polymer.

15 11. Composition as claimed in any preceding claim further comprising an additional hair styling polymer.

20 12. Composition as claimed in any preceding claim, further comprising from 0.01% to 7.5% by weight of a surfactant.

13. Composition as claimed in any preceding claim, further comprising up to 30% by weight of a propellant.

25 14. Composition as claimed in any preceding claim which is a hair styling cream or gel including from 0.01% to 10% by weight of a structurant or thickener.

30 15. A cosmetic method of treating hair which comprises applying to the hair a composition according to any preceding claim.

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16. Use of a composition according to any one of Claims 1 to 16 for the cosmetic treatment of hair.